

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER

RFTOP# 212

TITLE: **Media Training for NCI Staff**

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. ADMINISTRATIVE INFORMATION:

Point of Contact Name: Victor S. Buyny
Contracting Officer

James Carder
Contract Specialist
carderj@mail.nih.gov

Proposal Address: Research Contract Branch, OM
[U.S. Mail] National Cancer Institute
6120 Executive Boulevard
Executive Plaza South
Suite 600, Room 6114
Bethesda, MD 20892-7196

Proposal Address: Research Contract Branch, OM
[Hand Delivered] National Cancer Institute, Suite 600
6120 Executive Boulevard, MSC 7196
Bethesda, MD 20852

Billing Address Research Contract Branch, OM
National Cancer Institute
6120 Executive Boulevard
Executive Plaza South
Suite 600, Room 6114
Bethesda, MD 20892-7196

B. PROPOSED PERIOD OF PERFORMANCE: The award is anticipated on or about September 23, 2004 **with a period of performance of September 23, 2004, to September 22, 2005, plus one (1) one-year option. If all options are exercised, the period of performance will be on/about September 23, 2004 through September 22 2006.**

C. PRICING METHOD: Cost Plus Fixed Fee (Level of Effort)

D. PROPOSAL INSTRUCTIONS: Proposals **shall be submitted** to the Point of Contact at the address outline above. **Proposals shall be in hard copy with an original and three copies of the technical proposal and an original and one copy of the cost proposal.** A signed task order form must be submitted with the proposal. Proposals shall be limited to fifteen (15) pages 1.5 – spaced, typewritten pages (excluding CVs or resumes).

ESTIMATED LEVEL OF EFFORT

It is anticipated that approximately 1000 professional labor hours will be required to complete this contract per year.

NOTE: The estimate is not intended to be restrictive for proposal purposes.

BUDGET ASSUMPTIONS

For the purposes of establishing a proposed budget, offerors should assume:

\$87,000 for direct expenses, which includes \$60,000 for a media training consultants. (Consultants shall require Contracting Officer Approval prior starting any work)

NOTE: The estimate above may not fully represent all the Other Direct Cost for this project. The estimate is not intended to be restrictive for proposal purposes.

E. RESPONSE DUE DATE: **September 10, 2004 at 12:00p.m. Local time.**

F. TASK DESCRIPTION:

Background

The National Cancer Institute, part of the National Institutes of Health, is the primary federal agency for cancer research. An important part of the NCI's mission is to communicate accurate information about cancer and cancer research to the public. One of the Institute's major channels of communications is the mass media. NCI's Mass Media Office receives about 2,500 requests from journalists each year, and about a third of these are requests for interviews with NCI staff members.

Need for a media and presentation-training program

Most weeks, interview requests range over a wide spectrum of topics. Most do not concern controversial issues or major findings. Many are requests for comments on articles in journals such as the *New England Journal of Medicine* and *Nature*; others are requests for updates on current research in a particular area and others are requests for help in understanding a complex topic. Most are requests for telephone interviews. And most journalists have a deadline of from 24 to 36 hours from the time they request the interview.

NCI needs a media-training program that can help its researchers deal with these routine press interviews. The challenge is to create a program that can train numbers of researchers to deal with interviews on different topics, both over the telephone and in

front of a camera. In addition, this training will help them in other settings, including presentations at scientific meetings.

Therefore, NCI is seeking contract support to provide media training for NCI scientists and program staff. The purpose of the training is to increase staff members' skills and level of comfort in responding to routine interview requests, many of which are conducted by telephone.

III. Tasks/Statement of Work

NCI requires support for general media training to help staff members handle common, day-to-day interview requests, which cover a wide range of topics and most often involve telephone interviews. NCI also requires a marketing plan to promote the value of media training to current and prospective NCI spokespeople at all different levels.

Task 1: Marketing Plan Development

The contractor shall, when directed by Project Officer:

- Work with NCI staff to identify training needs of the institute
- Create a plan to market the program to appropriate NCI staff throughout the institute. A registration system should be included in the plan.
- Implement the plan.
- Revise plan as needed

Task 2: Media Training

The contractor shall, when directed by Project Officer:

A. Design and Conduct highly interactive half-day training group sessions for up to six staff members.

- Include modules that give *each* trainee opportunities for role-playing and practice of the skills being taught;
- Include modules that focus on telephone interviews;
- Work with Office of Communications (OC) staff members to identify common issues and topics to form the basis of the practice sessions;
- Conduct research on Nexis/Lexis and other databases to develop an understanding of the topics and the kinds of questions media ask about them;
- Develop scripts for the media trainer to use in conducting the role-playing exercises.
- As directed by the project officer, provide videotaping of training sessions and

provide the tapes to participants.

B. Design and Conduct two-hour individual training sessions at NCI facilities.

- Provide an experienced media trainer to conduct the sessions;
- Brief the media trainers on issues and provide scripts as needed for role-playing exercises;
- Provide handouts and video playbacks;
- Obtain participant evaluations of each training session and refine subsequent sessions as appropriate.
- As needed, provide option for media trainer to conduct two-hour follow-up sessions with individual participants.

Please note: The number of individual training sessions may vary per year. For proposal purposes offerors should assume 8 per year.

Deliverables

The contractor shall prepare the following:

1. The final draft of the marketing plan should be in place 90 days after start of the contract. In addition, contractor will present plan in a meeting with the Project Officer.
2. Training Session Reports: Evaluation forms completed by trainees shall be provided after each session.
3. Interim Reports: After every three sessions a brief report on the strengths and weaknesses of the training strategy shall be provided along with recommendations for refinements, if appropriate. The reports should contain the names of the participants, their division and branch, and the research topics that were used in their practice sessions.
4. Final Report: Ten days prior to contract expiration, three copies of a draft final report shall be submitted to the project officer for review and approval. This report shall contain a summary of all work performed during the contract period and shall discuss any problems encountered and their resolution, as well as recommendations and conclusions concerning future media training.
5. Budget and Labor Summaries: Within ten days following the end of each calendar month, a report shall be submitted to the project officer including the following information for the month in question: total direct labor hours authorized, total direct labor hours expended by category, and total direct labor hours not expended. The report shall also give the total estimated cost authorized and the costs expended to date. An additional Budget and Labor Summary providing total costs by category and direct labor hours authorized; total cost by category and direct labor hours expended; and total cost by

category and direct labor hours not expended for the entire contract period shall be submitted to the project office prior to the date of contract expiration. This may be done in conjunction with the invoice/voucher process.

6. Reports as required by the Master Task Order Contract.

7. Monthly Progress reports: One page written progress report to project officer on 1st of each month describing past month's accomplishments, plans for current month, and any concerns.

G. EVALUATION FACTORS

The technical proposal will receive paramount consideration in the selection of the Contractor for this Task Order. All evaluation factors, other than cost or price, when combined are significantly more important than cost or price. However, *cost/price* may become a *critical factor* in source selection in the event that two or more offerors are determined to be essentially equal following the evaluation of all factors other than cost or price. *In any event, the Government reserves the right to make an award to that offeror whose proposal provides the best overall value to the Government.*

The Evaluation factors below are listed in the order of relative importance with weights assigned for evaluation purposes.

1. Technical Proposal (60)

Proposals shall be evaluated on the basis of a demonstrated knowledge and understanding of NCI's needs and concerns with regard to media training, a thorough understanding of the objectives and requirements of the tasks to be performed under the contract, and detailed description of the methods for implementation and management of each task. Experience in development of media training sessions for NCI scientists would be highly desirable. Please demonstrate ability to work closely with NCI staff and the designated media trainer to coordinate both the content and the logistics of the training sessions; provide details on how each task and subtask would be implemented and by whom; and a management plan that will ensure smooth coordination of all details.

2. Experience and Competence of Personnel (40)

Please document staff qualifications for designing sessions, conducting the background research and writing scripts, managing the project, and conducting media training. In particular, detailed information about the experience of the designated media trainer, demonstrating a successful record of training NCI or NIH scientists, should be included. The proposal should also provide evidence that the manager of the project has experience in the design of media training sessions and in coordination of efforts involving NIH researchers, NIH communications staff, and a media trainer.

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PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone- Fax-

Address:

TOTAL ESTIMATED COST: Pricing Method CPFF-LOE
TOTAL ESTIMATED NUMBER OF HOURS:
PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED
THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE
PRICE/COST IS REASONABLE.

Billing Reference # _____
Appropriations Data: _____

RECOMMENDED:

FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR
ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF
THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____
FAX-301-435-6101 Signature – Larry Manning , NIH-PICS Coordinator Date